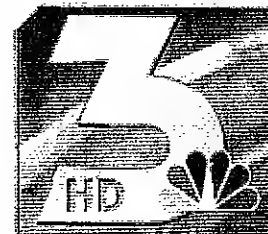


## ORDER



KSNV

## Orders

Order / Rev: 106366  
 Alt Order #: 06850388  
 Product Desc: AMER CROSSROADS ADD  
 Estimate: 953  
 Flight Dates: 10/02/12 - 10/08/12  
 Original Date / Rev: 09/07/12 / 09/17/12  
 Order Type: GENERAL

Primary AE: Amy McCreary  
 Sales Office: BLPHI  
 Sales Region: National

## Agency

Name: Crossroads Media, LLC  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
66 Canal Center Plaza  
Alexandria, VA 22314

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

## Advertiser

Name: American Crossroads *Revised*  
 Demographic: A35+  
 Product Codes: PLI1  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:05:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/04/12	2	\$7,200.00	\$6,120.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	2	\$7,200.00	\$6,120.00	0.00
Totals	2	\$7,200.00	\$6,120.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KSNV	20%	\$7,200.00
Market	100%	\$36,000.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$9,720.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$7,200.00
KTUD	0%	\$0.00
KVVU	33%	\$11,880.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/03/12	10/03/12	SIGN ON-SIGN OFF ROS	CM	5a-459a (9:00 PM-10:00 PM)	--W----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
Am Got Talent															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12		10/01/12	10/07/12	--W----	1		\$4,000.00		0.00						

Order / Rev: 106366  
Alt Order #: 06850388  
Flight Dates: 10/02/12 - 10/08/12

Advertiser: American Crossroads  
Product Desc: AMER CROSSROADS ADD  
Estimate: 953  
KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/03/12	10/03/12	SIGN ON-SIGN OFF ROS	CM	5a-459a (9:00 PM-10:00 PM)	--W----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
Am Got Talent															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	10/01/12	10/07/12	--W----		1	\$4,000.00	0.00								
E 2	KSNV	10/04/12	10/04/12	Thurs PR 10-11p Thursday Prime 10-11pm	CM	10-11pm	---T---	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
ROCK CENTER W/BRIAN WILLIA- MS (OR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	10/01/12	10/07/12	---T---		1	\$3,200.00	0.00								
Totals														2	\$7,200.00